

Appln. No. Serial No. **09/943,601**  
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### **REMARKS**

Upon entry of the foregoing amendments, Claims 1, 4-13, 16-25, 28-32, and 35-42 are pending in this application. The Examiner rejected Claims 1, 4-13, 16-25, 28-32, and 35-38 under 35 U.S.C. 103(a). Claims 1, 4, 13, 16, 25, 28, 32 and 35 have been amended and new dependent Claims 39-42 have been added in the foregoing amendment.

### **INTERVIEW SUMMARY**

On July 26, 2005, a telephone interview was held among Examiner Nhon D. Nguyen, Yumi Inagaki and the undersigned. During the interview, proposed amendments to independent Claim 1 and Porter were discussed. No agreement was reached during the interview.

### **Porter, Miller, Shaffer, Roberts, and Yu Do Not Show or Suggest the Invention of Claims 1, 4-13, 16-25, 28-32, and 35-38**

The Examiner rejected Claims 1, 4, 6, 7, 13, 16, 18, 19, 25, 28, 30, 31, 32, 35, 37, and 38 as being unpatentable over U.S. Patent No. 6,570,595 to Porter ("Porter") in view of U.S. Patent No. 6,229,542 to Miller ("Miller"), and rejected Claims 8-10, and 20-22 as being unpatentable over Porter in view of Miller and further in view of U.S. Patent No. 6,748,426 to Shaffer et al. ("Shaffer"). Moreover, the Examiner rejected Claims 11 and 23 as being unpatentable over Porter in view of Miller and further in view of U.S. Patent No. 6,754,693 to Roberts et al. ("Roberts"), and rejected Claims 12 and 24 as being unpatentable over Porter in view of Miller and further in view of U.S. Patent No. 6,351,775 to Yu ("Yu"). The cited references do not teach or suggest the invention of Claims 1, 4-13, 16-25, 28-32, and 35-38.

### **Claim 1**

The method for posting advertisements as defined in amended Claim 1 requires, among other elements, displaying advertisements each of which relates to attribute

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information of one of the Web pages on the display screen of the comprehensive information viewing device, wherein each of the advertisements is displayed in a vicinity of a respective related Web page.

Porter describes that advertisements are either displayed in exclusive-use display areas (EDA) as shown in Fig. 5 or in the shared display area (SDA) when one of the icons in the EDA is selected as shown in Fig. 6. However, the advertisements are not related to attribute information of the Web pages. Moreover, Porter does not describe any relative positioning of the advertisements with respect to the related Web page. Miller describes a three-dimensional display of multiple windows. However, Miller also fails to describe displaying advertisements that are related to attribute information of the Web pages or any relative positioning of the advertisements with respect to the related Web page. Thus, neither Porter nor Miller discloses displaying advertisements that are related to attribute information of an web page in a vicinity of a respective related Web page, as required by amended Claim 1. Thus, amended Claim 1 is patentable over the cited references and Claim 1 should be allowed.

#### Claims 4-12

Claims 4-12 depend from independent Claim 1. The remarks made above in support of the independent claim are equally applicable to distinguish the dependent claims from the cited references. Accordingly, Claims 4-12 should also be allowed.

#### Claims 13, 16-25, 28-32, and 35-42

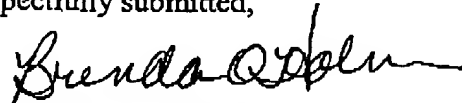
Independent Claims 13, 25 and 32 have similar limitations to Claim 1. Thus, the remarks made above in support of Claim 1 are also applicable to distinguish these claims from the cited references. Claims 16-24, 28-31, and 35-42 depend from Claims 13, 25, or 32. Accordingly, Claims 13, 16-25, 28-32, and 35-42 should also be allowed.

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**CONCLUSION**

The foregoing is submitted as a complete response to the Office Action identified above. This application should now be in condition for allowance, and the Applicants solicit a notice to that effect. If there are any issues that can be addressed via telephone, the Examiner is asked to contact the undersigned at 404.685.6799.

Respectfully submitted,



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